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Fax Cover Sheet

Date: 26 Aug 2003

To: John A. Castellano, Esq.	From: Donald L. Champagne <i>Donald L. Champagne</i>
Application/Control Number: 09/482,462	Art Unit: 3622
Fax No.: 703-390-3020	Phone No.: 703-308-3331
Voice No.: 703-668-8000	Return Fax No.: 703-872-9326
Re: 45900-000391/US	CC:
<input type="checkbox"/> Urgent <input type="checkbox"/> For Review <input type="checkbox"/> For Comment <input type="checkbox"/> For Reply <input checked="" type="checkbox"/> Per Your Request	

Comments:

I've examined the rejection of claims 26 and 45 as per your informal request, but I cannot offer much encouragement.

I did notice that I failed to specifically discuss those two claims in the Office action mailed on 23 May 2003, but the rejection can be readily explained. Each claim contains similar parts (a), (b) and (c). "(c)" is clearly taught. "(b)" is limited to common or inherent publication functions that I am certain can either be found in the references or reasonably explained as inherent or obvious.

"(a)" is not taught in the references made of record, but all publications that sell advertising are audited, which reads on "responses, poll results and visit frequency".

The "112" rejections would be withdrawn in the event that applicant chose to appeal to the Board.

Number of pages 1 **including this page**

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